How Hofstede's Five Cultural Dimension Influence Online Shopping Satisfaction in Madagascar and Indonesia

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ABSTRACT

This study investigates how Hofstede's five cultural dimensions, Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, Uncertainty Avoidance, and Long-Term Orientation, influence user satisfaction in online shopping within Madagascar and Indonesia. Using a quantitative approach, data were collected from 106 respondents (54 from Madagascar and 52 from Indonesia) and analyzed through multiple regression and independent t-tests to identify both country-specific and cross-cultural patterns. The results reveal that Power Distance, Uncertainty Avoidance, and Long-Term Orientation are significant predictors of online shopping satisfaction in both countries. These findings suggest that consumers in hierarchical and risk-averse cultures tend to value clear authority structures, secure transactions, and consistent service quality. In Madagascar, collectivist tendencies significantly contribute to satisfaction, as users rely heavily on social recommendations and informal trust networks. In contrast, Indonesian consumers' satisfaction is more strongly associated with institutional trust, platform reliability, and long-term engagement, reflecting the country's more mature e-commerce ecosystem. Masculinity vs. Femininity was found to have no significant effect in either context. The study concludes that while some cultural dimensions universally affect user satisfaction, others operate differently depending on each country's social and technological environment. These insights emphasize the need for culturally adaptive e-commerce strategies that integrate risk reduction, authority signals, and long-term customer relationship programs.

I - INTRODUCTION

The surge in global connectivity and technological advancements has transformed the landscape of consumer behavior, particularly in the realm of online shopping (Ngo et al., 2024). As societies become increasingly interconnected, it is essential to comprehend the nuanced ways in which cultural dimensions influence individuals' satisfaction in online purchasing activity (Hofstede, 2023).

Across the Indian Ocean, both Madagascar and Indonesia are witnessing unprecedented shifts in consumer behavior, driven by rapid digitalization and the rise of online shopping. In Indonesia, online shopping has become a dominant retail trend, making the country the largest market in Southeast Asia. According to the U.S. Department of Commerce(*Madagascar - ECommerce*, 2024), Indonesia's online retail market generated approximately USD 51.9 billion (around IDR 778.8 trillion) in 2022. This figure is projected to grow from USD 52.93 billion in 2023 to USD 86.81 billion by 2028, representing a compound annual growth rate (CAGR) of 10.4%. This surge is fueled by increasing internet penetration, widespread use of mobile devices, and the popularity of platforms such as Shopee, Tokopedia, and TikTok Shop, alongside social commerce channels like Facebook and Instagram. Similarly, Madagascar is also experiencing steady digital progress, as increasing internet access contributes to the growth of online shopping platforms (Wahdiniawati et al., 2024). Despite the growth of online shopping in these regions, understanding the cultural

dimensions that shape online shopping preferences and satisfaction remains largely unexplored, yet it is crucial for businesses seeking to thrive in these emerging markets (Hofstede, 2023).

Power distance refers to how much people accept unequal power distribution, and it strongly shapes e-commerce behavior in both Madagascar and Indonesia. In Madagascar, where online shopping largely occurs through social media like Facebook, consumers prefer cash-on-delivery and rely on personal trust, seller reputation, and local authority figures instead of institutional systems—reflecting a high power-distance culture that values hierarchical and interpersonal assurance. Weak infrastructure and limited consumer protection further reinforce dependence on informal networks for trust and satisfaction. In contrast, Indonesia's high power distance manifests through visible government control over digital markets, such as the 2023 ban on in-app e-commerce transactions to protect small businesses. While Indonesian consumers also rely on social proof, their trust and satisfaction are closely tied to perceptions of government authority—confidence rises when regulation ensures fairness but declines when policy changes disrupt platform stability.

However, Individualism vs. Collectivism describes the balance between personal autonomy and group loyalty in society, and both Indonesia and Madagascar lean strongly toward collectivism. In Indonesia, collectivist values shape digital consumer behavior, as studies show that Generation Z's online purchasing decisions are heavily influenced by family, friends, and peer expectations rather than individual preference. Consumers rely on social proof, peer reviews, and shared norms—whether in general shopping or green purchasing—demonstrating that satisfaction in online commerce is tied to social validation rather than personal gain. Similarly, Madagascar's collectivist culture emphasizes kinship, communal trust, and adherence to social norms, with consumer trust often built through community recommendations on platforms like Facebook and WhatsApp. However, limited recent research on how collectivism affects online shopping satisfaction in Madagascar highlights a key research gap, as understanding these group-oriented behaviors is crucial to improving consumer trust and engagement in emerging social commerce markets.

Masculinity vs. Femininity reflects whether a society values competition and achievement or care and cooperation, and both Indonesia and Madagascar show gendered patterns influencing consumer behavior and satisfaction. In Indonesia, masculine norms remain dominant, shaping media, marketing, and consumer preferences, as seen in cases like the KPI warning against non-traditional male appearances and studies showing men's loyalty tied to status cues while women's is shaped by emotional and relational factors. Feminine values such as aesthetics and care also influence satisfaction in sectors like Muslim fashion and cosmetics, though male consumers still expect products to align with masculine imagery. In contrast, Madagascar's context reflects a feminine-oriented structure constrained by gender inequality, where women face barriers in education, income, and time availability, limiting participation in commerce and shaping different satisfaction levels. These gendered expectations affect how both societies respond to products, platforms, and public figures—revealing that gender norms deeply influence consumer trust, engagement, and perceived satisfaction.

Uncertainty Avoidance reflects how societies handle ambiguity and risk, strongly influencing consumer behavior in both Indonesia and Madagascar. In Indonesia, regulatory and service uncertainties—such as changing financial policies or unclear e-commerce terms—often cause consumer indecisiveness and lower satisfaction, as users prefer transparent guarantees and stable regulations before trusting digital platforms. Studies show that unclear product quality, payment systems, or delivery reliability heighten perceived risk and reduce confidence, making clarity and consistency essential for user satisfaction. In Madagascar, weak regulation, inconsistent law enforcement, and infrastructural issues create even greater uncertainty, leading consumers to distrust online payments and formal dispute systems. As most transactions occur through informal channels like social media or cash-on-delivery, unpredictability in delivery, cost, or product quality significantly undermines consumer trust and satisfaction, highlighting the need for stronger protections and clearer standards to reduce risk in both markets.

Long-Term Orientation (LTO) reflects how much a culture values future planning, perseverance, and long-term benefits over immediate rewards, influencing consumer behavior in both Indonesia and Madagascar. In Indonesia, studies show that consumers with strong long-term orientation are more likely to make sustainable and quality-focused decisions, prioritizing durable products, environmental impact, and brand reliability over short-term gains. This tendency means satisfaction is higher when products or services demonstrate lasting value, such as warranties and consistent performance over time. In contrast, Madagascar shows weaker evidence of long-term orientation, as many consumers prioritize immediate needs due to economic constraints and uncertainty. Research indicates that present-focused behavior limits investment in future-oriented choices, reducing satisfaction with products or services that emphasize delayed benefits or long-term commitments unless they provide clear, reliable, and immediate value.

The significance of this study lies in its contribution to understanding how cultural dimensions shape user satisfaction in online shopping, rather than focusing solely on adoption or usage. While global research on digital commerce is abundant, empirical studies comparing culturally distinct markets, such as Madagascar and Indonesia remain scarce. Applying Hofstede's five cultural dimensions as the analytical framework and employing ANOVA and t-tests for comparative analysis, this research provides actionable insights into how cultural traits such as collectivism, uncertainty avoidance, and power distance influence satisfaction

levels across different consumer contexts. The findings are expected to inform platform design, payment strategies, and customer experience optimization for businesses operating in diverse cultural environments.

II - LITERATURE REVIEW
A - Howard-Sheth Model of Buying Behavior
This model integrates psychological, social, and marketing influences on consumer decision-making processes. It categorizes buying behavior into three distinct types: extensive problem-solving, limited problem-solving and routinized response behavior. Extensive problem solving occurs when consumers invest considerable effort and time in evaluating alternatives, suitable for complex and high-involvement purchases. Limited problem solving is characterized by a moderate level of effort, appropriate for products with a moderate degree of complexity. In contrast, routinized response behavior is associated with low-involvement purchases where consumers make decisions based on habit, familiarity, or minimal information processing. Paz & Vargas (2023) drawn the model to examine consumer decision-making processes in the context of online shopping, adapting its principles to the evolving landscape of e-commerce.

B - Hofstede's Cultural Dimensions Theory
This model remains a pivotal framework for comprehending cultural variations and their impact on human behavior. The theory identifies six cultural dimensions (power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint) that shape the values and norms of societies. Taras et al. (2011), leverage Hofstede's cultural dimensions to examine the influence of culture on leadership preferences and behaviors across countries. Additionally, the research by Sağlam & Dahir ABDULLAHI (2021) utilizes Hofstede's framework to explore the impact of cultural dimensions on Consumer Behaviour Intentions. These studies exemplify the enduring relevance of Hofstede's Cultural Dimensions Theory in understanding cross-cultural differences and their implications for various aspects of human behavior in the modern world.

Figure 1. Hofstede's Cultural Dimensions Theory

C - Online Shopping
Online shopping refers to the process of buying and selling goods and services over the internet. It involves consumers accessing digital platforms or websites to browse products, make purchase decisions, and conduct transactions. Online shopping has become an integral aspect of contemporary consumer behavior, shaping the way individuals browse, select, and acquire goods and services. Solomon (2020) emphasizes that consumer behavior extends beyond the mere act of purchasing; it encompasses the entire process, from initial consideration to post-purchase experiences. The convenience and accessibility offered by online shopping platforms have revolutionized traditional retail paradigms, allowing consumers to make informed decisions with a few clicks. Marketers keenly observe consumer behavior in the online realm, as highlighted by Kotler & Keller (2016), aiming to discern preferences, desires, and drivers that influence purchasing decisions.

Based on the previous studies and literature, it can be known that the hypothesis of the study are:

H1: Power Distance has an effect on user satisfaction in online shopping

H2: Individualism vs. Collectivism influences user satisfaction in online shopping

H3: Masculinity vs. Femininity affects user satisfaction in online shopping

H4: Uncertainty Avoidance affects user satisfaction in online shopping
H5: Long-Term Orientation affects user satisfaction in online shopping
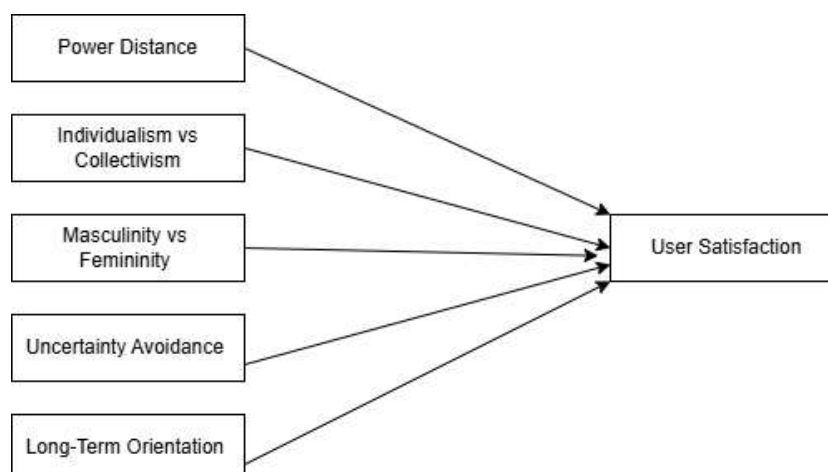H6: There is a difference in user satisfaction between Madagascar and Indonesia

Figure 2. Research Framework

III - RESEARCH METHODS

This study adopts a quantitative research approach with a cross-sectional design, which is specifically aimed at analyzing the influence of cultural dimensions on user satisfaction in online shopping within the contexts of Madagascar and Indonesia. Using primary data collected through online survey, then examine data using two main statistical technique: Analysis of Variance (ANOVA) and the Independent Sample t-Test. Through this test, the study seeks to determine whether there are statistically significant differences in satisfaction levels among different groups categorized according to their cultural dimension scores. The target population includes both male and female respondents aged between 18 and 60 years old, encompassing active internet users who regularly engage in online shopping. This age range is chosen to represent the segment of the population most familiar with digital platforms and capable of providing meaningful insights into online shopping behaviors and satisfaction patterns across the two cultural contexts.

The study's sample size consists of 100 respondents, equally divided between the two countries, with 50 participants from Madagascar and 50 from Indonesia. The questionnaire consists of 24 questions with 1-5 Likert scale answer. The question translated into French for Madagascar and Bahasa Indonesia for Indonesia to ensure clarity and cultural appropriateness. The data analysis will be conducted using descriptive and inferential statistical techniques to answer the research questions and test the hypotheses. The analysis will be carried out using SPSS or similar statistical software.

IV - RESULTS AND DISCUSSION

A - Respondent Characteristics

The study involved a total of 106 respondents, comprising 54 participants from Madagascar and 52 participants from Indonesia. Both in Madagascar and Indonesia, most of the respondents are young adult in age category, which are 18-26 years old with female respondents make up the majority in both countries. The respondent in this study relatively well-educated, with half of the total sample holding a bachelor's degree both in Madagascar and in Indonesia. However, the majority of participants report relatively modest spending levels which spending below 50,000 Ariary or IDR 500,000 per month. For Malagasy consumer in Madagascar, most of them occasionally going online shopping, which is every few months, hence most Indonesian consumer going online shopping monthly. There is also differences in the shopping platforms the respondents used, in Madagascar most of online shopping used Facebook, while in Indonesia using Shopee. The online payment method also different, in Madagascar most of them choose Cash on Delivery (COD) related to the tangible and immediate transaction with a sense of security. Otherwise, most of Indonesian consumer most frequently used bank transfers.

B - Validity Test

Using Pearson correlation was used to assess the relationship between each item score and total score of its construct. An item is considered valid if the significance value (p) is less than 0.05. For Power Distance (X1) the correlations are moderate to strong (0.334-0.591). Variable Individualism vs. Collectivism (X2) all items (X2.1–X2.4) were significant at p = 0.000, with inter-item correlations ranging from 0.481 to 0.630. The items for Masculinity vs. Femininity (X3) show significant correlations, although one correlation (0.152) is relatively weak. All items for Uncertainty Avoidance (X4) are highly correlated (0.616–0.699) and significant. Long-Term Orientation (X5) items all show significant correlations ranging from 0.564 to 0.690, confirming good

validity. Hence, for variable (Y) User Satisfaction items also demonstrate significant correlations (p = 0.000) ranging from 0.357 to 0.553.

C - Reliability Test

Reliability was assessed using Cronbach's Alpha, with a threshold of 0.70 used to determine acceptable internal consistency

Table 2. Reliability Test Result

Variables	Cronbach's Alpha	Information
Power Distance	0.794	Reliable
Individualism vs. Collectivism	0.824	Reliable
Masculinity vs. Femininity	0.753	Reliable
Uncertainty Avoidance	0.872	Reliable
Long-Term Orientation	0.867	Reliable
User Satisfaction	0.760	Reliable

The reliability analysis indicates that responses are stable and coherent across items, allowing for meaningful interpretation in subsequent analyses, such as ANOVA and independent t-tests.

D - Hypothesis Testing

The analysis was conducted using multiple regression analysis, a statistical method that allows for the simultaneous evaluation of the effects of multiple independent variables on a single dependent variable. The purpose of conducting separate analyses for Madagascar and Indonesia is to account for potential cross-country differences in cultural influences, as both countries exhibit distinct social, economic, and technological contexts that may shape online shopping behavior differently.

Online Shopping in Madagascar

Multiple regression analysis was conducted to examine the effect of Hofstede's five cultural dimensions on user satisfaction among Malagasy online shoppers. User Satisfaction was the dependent variable, while Power Distance, Individualism vs. Collectivism, Masculinity vs. Femininity, Uncertainty Avoidance, and Long-Term Orientation served as independent variables. The model summary indicates a moderately strong relationship between the five cultural dimensions and user satisfaction, the R-squared value of 0.535 indicates that approximately 53.5% of the variance in user satisfaction can be explained by the five cultural dimensions included in the model. The ANOVA results show that the regression model is statistically significant, with an F-value of 10.119 and a p-value less than 0.001. This indicates that the model, which includes all five cultural dimensions as predictors, reliably explains variation in user satisfaction among Malagasy online shoppers and is highly unlikely to have occurred by chance.

Table 3. ANOVA Test Result Madagascar

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.705	5	16.741	10.119	0.000[b]
Residual	72.795	44	1.654		
Total	156.500	49			

The regression analysis reveals that several cultural dimensions have a significant impact on user satisfaction among Malagasy online shoppers.

Table 4. Regression Coefficients Madagascar

Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
Constant	4.875	3.098	—	1.574	0.123
Power Distance	0.315	0.111	0.323	2.848	0.007
Individualism vs Collectivism	0.135	0.059	0.255	2.274	0.028
Masculinity vs Femininity	0.080	0.081	0.107	0.992	0.327
Uncertainty Avoidance	0.233	0.115	0.217	2.033	0.048
Long-Term Orientation	0.361	0.111	0.391	3.242	0.002

The regression analysis reveals that several cultural dimensions have a significant impact on user satisfaction among Malagasy online shoppers. Power Distance demonstrates a significant positive effect (B = 0.315, p = 0.007), indicating that

consumers who value hierarchical structures, clear authority, and well-defined processes tend to report higher satisfaction. Similarly, Individualism vs. Collectivism is also significant (B = 0.135, p = 0.028), showing that collectivist tendencies, such as relying on community recommendations, peer reviews, and shared social norms, positively influence satisfaction levels.

In contrast, Masculinity vs. Femininity does not have a significant effect on user satisfaction (B = 0.080, p = 0.327), suggesting that competitive behavior, achievement orientation, or relational versus assertive tendencies are not major determinants of online shopping satisfaction in Madagascar. Uncertainty Avoidance, however, shows a significant positive relationship with satisfaction (B = 0.233, p = 0.048), implying that consumers who prefer clear rules, reliable delivery, secure payment methods, and predictable procedures experience higher satisfaction. Among all predictors, Long-Term Orientation exhibits the strongest positive effect (B = 0.361, p = 0.002), indicating that respondents who value planning, consistency, loyalty, and continuous improvement report the highest levels of satisfaction.

Online Shopping in Indonesia

All five dimensions were entered simultaneously in the model using the Enter method, allowing for the assessment of their individual contributions while controlling for the effects of the other variables. The R-squared value of 0.874 indicates that approximately 87.4% of the variance in user satisfaction can be explained by the five cultural dimensions included in the model. The ANOVA results show that the regression model is statistically significant, with an F-value of 60.841 and a p-value less than 0.001. This indicates that the model reliably explains variation in user satisfaction among Indonesian online shoppers and that the results are highly unlikely to be due to chance. The significance of the ANOVA test confirms that at least one of the cultural dimensions significantly predicts satisfaction, emphasizing the meaningful role of cultural values in shaping consumer evaluations of online shopping platforms.

Table 5. ANOVA Test Result Indonesia

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	353.806	5	70.761	60.841	0.000
Residual	51.174	44	1.163		
Total	404.980	49			

The regression analysis reveals that several cultural dimensions have a significant impact on user satisfaction among Indonesian online shoppers.

Table 6. Regression Coefficients Indonesia

Predictor	B	Std. Error	Beta	t	Sig.
(Constant)	0.720	1.246	—	0.578	0.566
Power Distance	0.372	0.099	0.353	3.760	0.000
Individualism vs Collectivism	0.124	0.115	0.125	1.073	0.289
Masculinity vs Femininity	0.024	0.059	0.032	0.398	0.693
Uncertainty Avoidance	0.401	0.070	0.556	5.742	0.000
Long-Term Orientation	0.109	0.049	0.123	2.203	0.033

The regression analysis indicates that several cultural dimensions significantly impact user satisfaction among Indonesian online shoppers. Power Distance has a significant positive effect (B = 0.372, p = 0.000), suggesting that consumers who value hierarchical structures, clear authority, and well-defined platform rules report higher satisfaction. In contrast, Individualism vs. Collectivism does not significantly affect satisfaction (B = 0.124, p = 0.289), implying that social influence, peer recommendations, or collective norms are less decisive in shaping satisfaction in Indonesia's mature e-commerce market. Similarly, Masculinity vs. Femininity is not significant (B = 0.024, p = 0.693), indicating that competitiveness, achievement orientation, and relational tendencies do not meaningfully determine satisfaction levels in this context. Uncertainty Avoidance demonstrates a strong positive relationship with satisfaction (B = 0.401, p = 0.000), highlighting that consumers who value secure payments, clear policies, and reliable delivery systems experience higher satisfaction. Long-Term Orientation also shows a significant effect (B = 0.109, p = 0.033), indicating that users who prioritize consistency, reliability, and ongoing platform improvements report higher satisfaction, emphasizing the value of long-term engagement and trust-building.

Independent t-test

An independent sample t-test was conducted to examine whether there is a statistically significant difference in user satisfaction between online shoppers from Madagascar and Indonesia. The analysis aimed to determine if national differences in cultural dimensions translate into meaningful differences in perceived satisfaction.

Table 7. Madagascar vs Indonesia Independent Samples t-test

Country	N	Mean	Std. Deviation	Std. Error Mean
Madagascar	50	17.50	1.787	0.253
Indonesia	50	17.02	2.875	0.407

Descriptive statistics show that Malagasy respondents reported a slightly higher mean user satisfaction score (M = 17.50, SD = 1.787) compared to Indonesian respondents (M = 17.02, SD = 2.875). While this indicates a modest tendency for Malagasy shoppers to experience greater satisfaction, the standard deviations suggest that there is more variability in satisfaction levels among Indonesian users than Malagasy users. In other words, satisfaction among Indonesians is more dispersed, while Malagasy users tend to respond more consistently.

DISCUSSION

Power Distance had a significant and positive relationship towards User Satisfaction both in Madagascar and Indonesia. Indicating that Malagasy consumers tend to report higher satisfaction when online shopping platforms display clear authority and credibility. This finding aligns with the broader cultural context in Madagascar, where personal reputation, hierarchical cues, and community authority play a substantial role in e-commerce transactions, providing reassurance and reducing perceived risk for consumers (Harisoa & David, 2024). Collectively, these results suggest that both Madagascar and Indonesia exhibit high Power Distance, indicating a shared preference for clear authority and structured processes in online shopping environments. Align with Hallikainen & Laukkanen (2020), that emphasizing the importance of trust cues, hierarchical clarity, and authoritative signals in promoting consumer satisfaction within e-commerce contexts.

Individualism vs Collectivism in Madagascar have a significant positive effect on User Satisfaction. indicating that Malagasy consumers place considerable importance on recommendations from family, friends, and online communities when evaluating their online shopping experiences. In contrast, the analysis for Indonesia showed that Individualism vs. Collectivism did not significantly influence user satisfaction. Despite Indonesia being culturally collectivist, this dimension appears less relevant for post-purchase satisfaction, possibly because Indonesian consumers prioritize tangible factors such as platform reliability, secure payment methods, and service quality once the purchase is completed (Satyawan et al., 2024). The comparison between Indonesia and Madagascar shows that while collectivist values influence purchase decisions, their effect on user satisfaction depends on the development of the e-commerce environment and institutional trust. In Madagascar's informal, community-driven markets, satisfaction relies heavily on social approval and communal trust. In contrast, Indonesia's more mature and regulated e-commerce systems reduce dependence on social validation, as standardized processes and oversight provide greater assurance. This highlights that collectivist influences on satisfaction are context-dependent, shaped by the balance between cultural norms and the reliability of market institutions.

Masculinity vs Femininity did not affect User Satisfaction in Madagascar and also in Indonesia. These findings suggest that, in both countries, the Masculinity vs. Femininity dimension exerts minimal impact on consumer evaluations of online shopping experiences. Instead, practical considerations such as secure payment systems, predictable delivery, and credible service appear to be far more influential in determining satisfaction. This aligns with prior research by Hassan & Wood (2020) who found that in e-commerce contexts where service reliability and trust are paramount, the effects of societal gender norms on satisfaction are often overshadowed by operational and transactional factors.

However, it's the same for Uncertainty Avoidance that is significantly influence User Satisfaction in both countries. Previous studies, such as Satyawan et al. (2024), also confirm that perceived uncertainty strongly predicts indecisiveness and dissatisfaction in Indonesian online shopping. The parallel findings across both countries suggest that high levels of Uncertainty Avoidance culturally condition consumers to value trust, transparency, and risk mitigation in e-commerce. This dimension appears critical in shaping satisfaction, as it directly addresses consumers' concerns about transaction safety, product reliability, and service consistency. Consequently, platforms that effectively communicate rules, guarantee secure payments, and ensure predictable delivery are likely to enhance user satisfaction in both Madagascar and Indonesia, highlighting the central role of risk reduction and procedural clarity in online consumer experiences.

Long-Term Orientation also found significant to User Satisfaction in both countries. Indicating that Malagasy consumer value consistency, reliability, and platforms that demonstrate ongoing service quality, which fosters loyalty even in the face of infrastructural challenges and uncertainties in the e-commerce environment, similarly in Indonesia. This finding aligns with research

by Rosiana (2024) and NielsenIQ (2024), which highlights the role of Long-Term Orientation in shaping behaviors such as premium purchasing decisions and environmentally conscious consumption.

This study shows that cultural context plays a central role in shaping online consumer satisfaction in both Madagascar and Indonesia, but in different ways depending on each country's market structure and institutional maturity. In Madagascar, satisfaction is strongly rooted in social trust, community endorsement, and the influence of informal authority figures, as high Power Distance and collectivist values make consumers rely heavily on reputation cues and peer validation in an unregulated, socially driven commerce environment. In Indonesia, however, user satisfaction is more influenced by formal regulation, platform reliability, risk reduction, and long-term service consistency, reflecting a cultural mix of Power Distance, Uncertainty Avoidance, and Long-Term Orientation supported by mature e-commerce systems and stronger institutional frameworks. The comparison highlights that while Hofstede's cultural dimensions offer useful predictions, their impact depends on broader structural and technological conditions, meaning cultural values operate in tandem with market maturity and regulatory strength. As a result, effective e-commerce strategies must align with each country's unique cultural–institutional interplay—for example, emphasizing community-based trust cues in Madagascar and platform reliability and policy transparency in Indonesia. Overall, the findings stress the need for context-sensitive approaches to understanding and improving online shopping satisfaction across different cultural environments.

V - CONCLUSION

This study found that despite cultural and infrastructural differences, online shopping satisfaction in Madagascar and Indonesia is broadly similar, with key influences coming from Power Distance, Uncertainty Avoidance, and Long-Term Orientation. Malagasy consumers rely more on social trust and community endorsement, while Indonesian users place greater emphasis on platform reliability and regulatory assurance. Cultural dimensions such as Individualism vs. Collectivism and Masculinity vs. Femininity showed context-specific or limited effects on satisfaction. Overall, user satisfaction in both countries is shaped more by trust, clarity, and long-term value than by cultural norms alone. However, it is essential to design strategies that reflect the cultural characteristics and consumer expectations of each target market for e-commerce platform. Nevertheless, it is important to adopting longitudinal research designs would enable scholars to track changes in consumer behavior and satisfaction over time, particularly as e-commerce ecosystems evolve, digital literacy increases, and platforms mature. Such an approach would reveal whether the influence of cultural dimensions on user satisfaction remains stable or shifts in response to technological, regulatory, or societal changes.

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